



Istituto di Istruzione Secondaria Superiore  
“Luigi Bazoli – Marco Polo”  
Desenzano del Garda (BS) - ITALIA

# **Entrepreneurship, responsible economy and processes of globalization: opportunities and potential conflicts in the EU**

5<sup>th</sup> Cross student exchange - 03/03/2019 - 09/03/2019



# Social responsibility

## A quick introduction

# CORPORATE SOCIAL RESPONSIBILITY



DO GOOD BUSINESS.  
MAKE A BETTER WORLD.



# WHAT IS CORPORATE SOCIAL RESPONSIBILITY?

## AND WHY SHOULD YOU CARE?

Corporate Social Responsibility (CSR). Sounds important, right? It is – and today, more and more companies are taking it seriously. Here's a quick look at what it means – and why it should matter to you.

### DID YOU KNOW?



of millennials

&



of consumers overall

are willing to spend more on a product if it comes from a sustainable brand!

SOURCE: Nielsen's 2015 annual Global Corporate Sustainability Report



### WHAT IS CSR?

CSR simply means choosing to put people and the planet first, by operating in a way that is economically, socially, and environmentally sustainable – reflecting values in several key areas:

- ✓ The Environment
- ✓ Ethical Labor Practices
- ✓ Philanthropy
- ✓ Diversity and Inclusion
- ✓ Global Enrichment



### WHY CSR MATTERS?

- 1 It shows compassion & creates trust among employees & customers
- 2 It creates a positive work space, uniting & inspiring employees
- 3 It makes local communities better & the planet a cleaner place to live



### COMPANIES THAT CARE

Many companies now practice CSR, in a variety of creative, impactful ways. Corporations don't have to compromise good values to be successful. Those that adopt CSR initiatives not only appeal to socially conscious consumers and employees, but also make a real difference in the world.



Johnson & Johnson



STARBUCKS



amazon





# Environmental efforts:

One primary focus of corporate social responsibility is the environment. Businesses regardless of size have a large carbon footprint. Any steps they can take to reduce those footprints are considered both good for the company and society.



# Philanthropy:

Businesses can also practice social responsibility by donating money, products or services to social causes. Larger companies tend to have a lot of resources that can benefit charities and local community programs.



# Ethical labor practices:

By treating employees fairly and ethically, companies can also demonstrate their corporate social responsibility. This is especially true of businesses that operate in international locations with labor laws that differ from those in the United States.

BEYOND  
CORPORATE SOCIAL  
RESPONSIBILITY

ENVIRONMENTAL EFFORTS



Business regardless of size have a large carbon footprint. Anything that can reduce that are considered good for the company and society as a whole.

PHILANTHROPY



Businesses also practice social responsibility by donating to charities. There are resources that can benefit others that business has, not just money.

ETHICAL LABOR PRACTICES



By treating employees fairly and ethically, companies can also demonstrate their CSR. This is especially true of businesses that operate in Emerging Markets with developing labour laws.

VOLUNTEERING



Attending or Organising volunteer events says a lot about a company's sincerity. Companies are able to demonstrate their concern for specific issues and support for certain organizations.



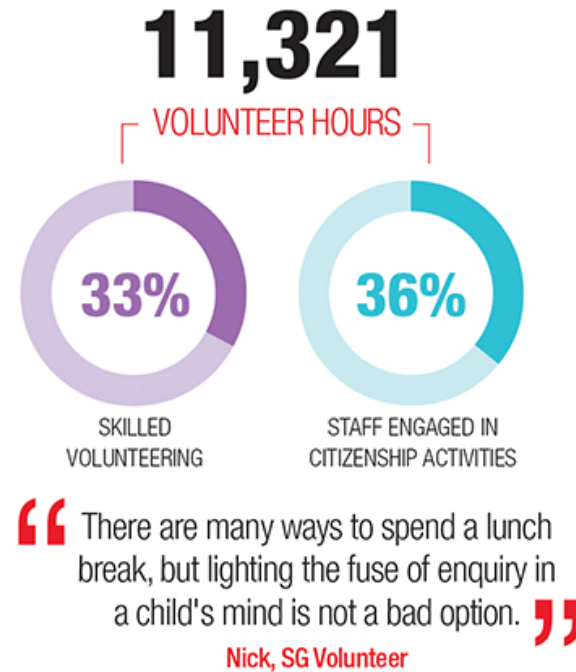
"CSR often represents the policies, practices and initiatives a company commits to in order to govern themselves with honesty and transparency and have a positive impact on social and environmental wellbeing."  
Susan Hunt Stevens, founder and CEO WeSpire.

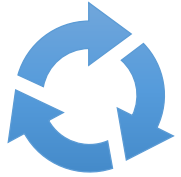
FOR MORE INFORMATION VISIT US AT [WWW.TRAININGCOURSESONLINE.ORG](http://WWW.TRAININGCOURSESONLINE.ORG)



# Volunteering:

Attending volunteer events says a lot about a company's sincerity. By doing good deeds without expecting anything in return, companies can express their concern for specific issues and support for certain organizations.





# RESPONSIBLE BUSINESS



Some examples of this business approach that  
brings benefits to all the stakeholders.







# RESPONSIBILITY STORY



**All children have the right to fun, creative and engaging play experiences. Play is essential because when children play, they learn. As a provider of play experiences, we must ensure that our behaviour and actions are responsible towards all children and towards our stakeholders, society and the environment.**

**We are committed to continue earning the trust our stakeholders place in us, and we are always inspired by children to be the best we can be.**



# Innovate for children

■ We aim to inspire children through our unique playful learning experiences and to play an active role in making a global difference on product safety while being dedicated promoters of responsibility towards children.





# Environmental leadership

■ We want to create positive impact on society, and an important part of this ambition is to reduce our environmental impact. We want to address climate change by reducing our emissions through improving our energy efficiency, and we want to source and use resources responsibly and to improve our waste management. This is to ensure we do not consume resources and materials at a faster rate than they are regenerated, so that future generations can also benefit from the same variety of resources and materials our generation has access to.



# Caring, ethical and transparent

■ In our daily work we strive to uphold the highest ethical business standards and business practices, with respect for human and labour rights, while doing everything we can to promote and protect our employees' well-being and safety. We will never sacrifice our values or purpose for the sake of short-term profit.



# FERRERO

---

A responsible company all over the world





# FERRERO

Ferrero is now steadily ranked among the first companies in the world for its reputation. Certainly, this is due also to the social responsibility initiatives of the Group. These are summarised in Ferrero's CSR strategy, which is focused on the highest quality and innovation, transparent communication, the care for people that have made and are still making the Group's history, the support of local communities, the promotion of active lifestyles amongst young people as well as its strong engagement towards sustainable agricultural practices and the protection of the environment.





100% COCOA CERTIFIED  
AS SUSTAINABLE



USE OF PACKAGING  
MADE FROM  
RENEWABLE SOURCES




100% REFINED CANE SUGAR  
FROM SUSTAINABLE SOURCES





-30% REDUCTION OF  
GREENHOUSE GAS  
EMISSIONS IN TRANSPORT  
AND STORAGE ACTIVITIES



A photograph of a vast, golden wheat field under a clear sky. In the background, a yellow tractor is visible, slightly out of focus. The foreground shows the detailed texture of the wheat stalks.

INCREASE OF 5%  
IN WOMEN MANAGERIAL  
POSITIONS





40% REDUCTION OF  
CO2 EMISSIONS FROM  
PRODUCTION ACTIVITIES





100% VIRGIN PAPER  
FROM CERTIFIED SUSTAINABLE  
SUPPLY CHAIN





PROMOTE INTERNAL  
INITIATIVES TO SUPPORT  
A “CULTURE OF DIVERSITY”



Let's Build Europe Together  
2017-2019

Erasmus+

## Disclaimer

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."